



LIBA Alumni Newsletter

SEPTEMBER 2015



REWIND



A Trip Down The 'LIBA' Lane

Dear LIBA Alumnus:

Greetings of the Season!

The dynamic nature of your expanding network is impressive. Your continuing commitment in supporting the placement activities and social initiatives of LIBA is invaluable. LIBA is proud to have you as its ambassadors of its values and count you as part of its social capital.



Rewind is an excellent link between you and LIBA enabling us to learn about our mutual progress and success. For this seamless connection, we need to appreciate the services of the LIBA Alumni Committee led by Dr. Vandana Zachariah. **Rewind** brings all the alumnae, faculty and present students of LIBA together under one Umbrella. It serves as the link to your alma mater, the conduit for the present students to reach you for suggestions, advice and even seek assistance for employment, a channel for alumnae to share their experiences, a vehicle for LIBA to reach and inform you of the progress, a forum to honour those among you who have reached lofty heights and made LIBA proud and certainly a medium to share your achievements in your professional life and joy in your personal life.

With warm regards,

Prof (Dr.) T. A. Sivasubramaniam

Dear Alumni,

It gives me immense pleasure to reconnect with you. I'm proud to see that all of you have done extremely well in your respective careers and are now an inspiration to the current generation of students.



The alumnus of any institution is essentially its torch-bearers and we hope that you will return to your alma mater and involve yourself in its initiatives. Whether it is to deliver lectures at LIBA as part of the Beyond Management Guest Lecture series, mentor your juniors, help us with our management symposiums- BEACON and Insight, help us with placements, judge our events and engage with the institution's centres of excellence, your contribution will help us enormously in the growth and development of this institution.

If you need any clarifications and have constructive suggestions please feel free to mail me anytime. Looking forward to hearing from you!

With warm regards,

Prof (Dr.) Vandana Zachariah

JUNIOR EDITORS

Saranya Perumal

Ansil Selvaraj

SENIOR EDITOR

Gayathri Vijayaraghavan

DESIGN

Don Christopher

Madhuran Noel Royan

Awards and Accolades

LIBA, as an institution, and its faculty and students, as individuals, have received numerous awards during 2014-15.



During the academic year 2014-2015, LIBA has been given two National Education Awards 2014 by the ABP News:

One for being adjudged as a B-SCHOOL WITH INDUSTRY RELATED CURRICULUM IN HUMAN RESOURCES MANAGEMENT, and the other for being adjudged as an OUTSTANDING B-SCHOOL (South).

During the same year, the Hindustan Unilever Limited, presented the 22nd Business School Affairs (BSA) & Dewang Mehta Business School Awards to LIBA for being adjudged as a BUSINESS SCHOOL WITH BEST ACADEMIC INPUT (SYLLABUS) IN HUMAN RESOURCES.

Dr. G. Revathi, Dean, (Full - Time Programme) LIBA, received an award from Hindustan Unilever Limited, for being adjudged as the BEST PROFESSOR IN HUMAN RESOURCES MANAGEMENT.



Rev. Fr. N. Casimir Raj SJ, President, LIBA, was awarded for his Contribution and Services towards Management and Society on behalf of the School of Management, SRM University during the ceremony at the International Conference on Data Sciences in Business Application, held on 12th February, 2015.

Students also brought laurels to LIBA by winning many awards at national and international competitions. As individuals and teams, more than 50 students won awards in 26 competitions held in institutions such as IITs, IIMs, XLRI, IFMR, Mudra Institute of Communications, Ahmedabad (MICA), Symbiosis Institute of Management, Rajagiri Centre For Business Studies, Amrita School of Business, NMIMS Hyderabad and Lal Bahadur Shastri Institute of Management to name a few.



Anthony Vishal– Faculty Speak

Having specialized in marketing, I wanted to set foot in the real world and acquire a sound practical skill-set. I joined a product based company where I would handle marketing for a new CRM product, after having worked in an IT firm for more than a year. This is where I entered the world of modern/digital marketing, which involved, digging my way through terabytes of internet reading and executing marketing campaigns. The on-the-job experience helped me understand the nuances and the importance of modern marketing, as that's where people/prospects can be found most active (social media and more).



After a couple of years as product marketer, I wanted to impart my knowledge on digital marketing to the students, "Future Managers", of LIBA and deeply felt that they should be made aware of the prowess essential in the digital marketing landscape. The management supported me and gave me the opportunity to teach the 2nd year Full time students. This was the first time I would stand on the other side of the class as a Professor of Marketing. It was my day one at class, with mixed feelings of happiness and nervousness. My prime objectives for the class was to deliver key takeaways from every session, make sure that the students assimilated the key concepts handled and ensured that the class was interactive which encouraged complete freedom of speech. I believed in keeping the class light spirited and I sure did move with the class more as a colleague or a batch mate would do, rather than a teacher, I considered it as knowledge sharing session, rather than orchestrated theory. My first term as a professor for digital marketing was indeed a refreshing experience. Being a professor has given me another perspective to life, imparting knowledge is one, learning from your preparation is two and mutually sharing experiences with the class is three.

The current scenario demands dynamic communication, where people shake hands virtually, have e-meets, marriages happen over skype and the list can go on. The only thing that connects them all is the constant urge to network virtually. And that's where I'm trying to do my part in trickling down some information on the current trends. I continue to teach at LIBA as a Visiting Faculty, for Integrated Marketing Communications and Digital Marketing Management. My journey at LIBA since 2010 continues to be an exciting one. A place which helped me transform to a better person and a consummate professional. All my gratitude goes to all the wonderful professors who have inspired me to be what I am today. Prof.Fr. Casimir Raj, *my marketing guru*, has inspired me with his fascinating teaching skills and marketing concepts. This inspiration led me to pursue a career in marketing. The other professors have also been instrumental in helping me understand the business dynamics of the global economy on a larger scale.

I decided to take up marketing as a specialization even before I joined LIBA and pursued it as a core subject. I did have a great bunch of like-minded marketing enthusiasts as my friends who loved talking and discussing about anything 'marketing'. We were part of the Mark-IT club, conducted several events and did have a great time learning about anything under the jargon "Marketing".

I would love to continue this awesome journey of my life...

The German Chronicles

Sayantana Jana—"Some moments in life have the power to move you so irrevocably that you are never really the same. My German odyssey is one such example. I was fortunate enough to spend three exhilarating months in the land of technical perfection and each day brought forth a new revelation for me. The Germans, though warm & friendly, know the importance of personal space and give equal accord to the opinions and needs of one and all. The way the German society takes care of its aged & disabled members was truly heart-warming to watch. The attention to detail and work ethic I got to witness there made me realize how much more can be achieved every single day if we devote our total attention to the

Papitha Mohan—"When I thought life gave me a great opportunity being part of LIBA, it inspired me to the next level by gifting an exchange program to KU, Ingolstadt, Germany. It was an awesome learning experience both in a professional and personal front. Ingolstadt is a small beautiful town in Bavaria, in the south of Germany. It's the international headquarters of Audi. Katholische Universitat (Catholic University) is a very old and prestigious university whose economics and management wing WFI, operates from Ingolstadt. This exchange program is based on merit from LIBA to KU. I had a very different classroom learning

task at hand and stop wasting our time on trivial issues. They have an extraordinary respect for nature and strive very hard to maintain the pristine beauty of their countryside and forests, a humbling experience for me as I used to take my surroundings for granted. The pride they take in their German lineage was very refreshing to experience, coming from a society where we blame our system for anything & everything and seldom have a good word to say about our country. Germany has its flaws too, but the people, instead of



experience in the marketing and operations courses I took at KU. I got an opportunity to work with a team of international students on a marketing research project. but learning did not end within the walls of the classrooms. Living there helped me understand global markets, interpersonal

looking outwards for help, focus on improving their life themselves and rely very less on welfare. The friends I made there were kind, non-judgemental and forgiving. They took additional care to not offend my beliefs & sensibilities in any manner. We struggle to do that even with people from other states of India. So my trip, though was officially an exchange semester abroad, is filled with many such experiential & observational learnings which have moulded my outlook towards life. I will strongly encourage my peers as well as juniors to seize such opportunities as they are immensely rewarding and can change you in more ways than one."

dynamics, cross cultural communication, economics, accounting, marketing, tourism and lot more. It helped me introspect myself. This program unbolted my passion for travelling and my desire to be a part of different cultures. I travelled to Paris (France), Salzburg (Austria), Budapest (Hungary), Berlin, Munich, Lindau, Chimgau and many other towns in Germany. And most importantly, this trip made me understand that we are all one global fraternity, Germany or India we live under one sky. and that's the most important lesson that I have learnt for a lifetime."

University of Dayton

Irene Cynthia—"Proficiency and practiced in reality (3) growth comes only to the one who systematically finds opportunity, and utilizes its potential. LIBA provides this kind of opportunities to its students through its student exchange programs. The Exchange Program with The University of Dayton is one such opportunity where learning goes beyond just academics. The University of Dayton is a Catholic, Marianist business school in Dayton -Ohio, with a mission to prepare students to be business leaders, with the ability to employ business knowledge. Their curricular and co-curricular activities emphasize on experiential learning. This learning occurs at three levels -(1) enabling students understand concepts (2) giving these concepts life by providing perspective as to how it can be

understanding how it differs in different cultures. This engagement occurs inside and outside the classroom, on-campus and off-campus, as an individual and as part of a team. These teams are composed of students from different countries and this



multicultural group work gives an opportunity to understand how businesses, ideas, thoughts and virtue vary from culture to culture. This diversity helped me understand the complexities of problems and how I must look in

more than one way, for solutions. This exchange program has given me confidence to be able to travel in a foreign land. I met people who taught me real kindness by showing hospitality to even a stranger. It gave me an opportunity to meet new people, interact with their families, see the beauty of America's sceneries and try new cuisines. Mao Zedong said "We think too small, like the frog at the bottom of the well. He thinks the sky is only as big as the top of the well. If he surfaced, he would have an entirely different view". I was able to look at the bigger picture and this wholesome education has helped me acquire skills that would prepare me to face challenges in the real business world confidently."

Life @ LIBA

Martina Frittita—"Being a part of the family of LIBA is one of the best part of my life. Coming from Catholic University of Milan, Italy, hot summers and humid nights in Chennai, were my tormentors initially. Though it was one among the numerous challenges I had to face, they taught me how to overcome them and gave me the confidence to live in a foreign Land. Not just the weather got better but it is the LIBA family that made me comfortable within a short period. I realized that the people and their attitude matters more than the climate of a place when you spend a small portion of your life in a foreign exchange program. I was not oblivious about the diversity of India, but it was



surprising to me to find the same here at LIBA. I am happy to say that I have friends from different parts of this country. My life in LIBA comprises the small and highly interactive classrooms, inspiring professors, anticipatory mails on class schedule from Mr. Sudhakar and fun-filled chit

chats at the college canteen. After getting used to Indian food for almost 3 months, I would miss them when I leave India, especially the yummy 'Masala Dosa' and the piping hot 'Briyani'. During my stay at India, I had the opportunity to travel across the country. I would say the most memorable trip was visiting the 'Taj Mahal'. I was so overwhelmed by its beauty. It is rightly placed in the list of the wonders of the world. India and LIBA has given me umpteen moments to reminisce when I return home. I will miss LIBA and my friends, especially Oscar, Esha, Danica, Papitha and Michael. On any given day, I would say that Life at LIBA is awesome! LIBA"

Clubs & Committees



360 Degrees - The Student Affairs Committee brings to light the gutsy nature and the undying attitude of students. Any student of the college can access the forum, and the committee does everything under its power to ensure that the requests placed with the forum are dealt with in as beneficial a way as possible to everyone concerned. To bring in a feeling of oneness between both the batches of the college and to create a ball of togetherness by knitting together the students of the institute, the committee deploys the "Buddy System", wherein every student from the first year is tagged as a buddy to every student from the second year, who plays the role of a best friend to his/her buddy. For the 360 Degrees committee there is too much to do, too soon, members have come, members have gone, and the club goes on forever. We bow to time and live it up to the fullest! 360 degrees is about living every moment.

The committee recognizes the purpose of rejuvenating the spirits of the students and making them feel at ease with the hectic pre-managerial life. With events, festivals and parties, the club aspires to maintain high levels of enthusiasm and team integration. The committee organizes cultural events starting with the freshness of the "Fresher's Party" and ending with the Farewell Party in March. Through LIBARated, which is the inter-batch cultural event that gets fiercely contested by both the batches of the college, the committee spearheads the organizing of Chrysalis, LIBA's national level intercolleage management and deals with it as beneficial a way as possible to everyone concerned. To bring in a feeling of oneness between both the batches of the college and to create a ball of togetherness by knitting together the students of the institute, the committee deploys the "Buddy System", wherein every student from the first year is tagged as a buddy to every student from the second year, who plays the role of a best friend to his/her buddy. For the 360 Degrees committee there is too much to do, too soon, members have come, members have gone, and the club goes on forever. We bow to time and live it up to the fullest! 360 degrees is about living every moment.

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Clubs & Committees

ESPIRE—The entrepreneurship cell of LIBA is a unique effort of the students who aspire to be entrepreneurs. **ESPIRE** is set up with the objective of encouraging entrepreneurial potential of students. The club inducts members at the beginning of the academic year and organizes various activities across the year to shape their business ideas. The events organized include boot camps, talks by business veterans, workshops and field visits to understand business models. The annual B-plan competition is a



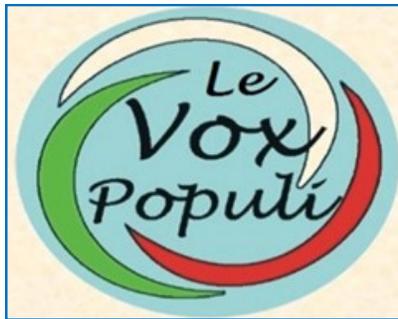
forum. The year 2014-15 saw **ESPIRE** being involved in various events - Break Free, Entrepreneur visits - At their place of work, EN (National Entrepreneurship network) meetings, CARE live project for a social cause- (Social entrepreneur project), Affaire, the B-Plan Event of LIBA, Organizing Speaker Sessions on topics like - Making a good Business Pitch; Building a Business Plan from scratch; Registration of a Company; International Economics and trade in Italy.



FINESSE — The Finance club of LIBA, was established to support the institute's quest for co-curricular learning in the complex world of finance. The club was formed with an objective of sharing knowledge and information about the financial sector and bringing about active participation from the students in the field of Financial Management. The basic purpose was to enable students a better understanding of finance as a career option. The club holds regular stock trading simulation activities and takes up topics which are expected to prominently feature in the budget sharing knowledge and discuss them in order to have a better understanding and

interpretation of the actual budget. The club had arranged for a discussion on the budget with an industry expert for a better perspective. They were involved in the live screening of the Union Budget 2014 and also the discussion that followed it. The students were also encouraged to participate in the Trade Mogul, an online competition organised by Futures First.

LE VOX POPULI— Translating to Voice of the People in Latin, the name stands testimony to the meaning of its name. This club is the platform for all HR enthusiasts to come forward and exchange their ideas relating to the latest trends of HR and to explore the vast ocean of HR knowledge. Keeping abreast of all the contemporary events in the field of HR and striving to strike a balance between the industry needs and academia, the club creates a culture of learning and fun, accomplished through interactive sessions of knowledge sharing



RADIUS — “The simplest acts of kindness are by far more powerful than a thousand heads bowing in prayer” – Mahatma Gandhi.

Apart from studying hard, making presentations, rushing for classes, practicing hard for cultural competitions, giggling and having fun, there’s something else the students of Radius Club do and it gives them paramount pleasure and nothing equals that. Following the tradition of making people’s lives better, they did a number of activities this year too - **Blood Donation Camp** along with Adyar Cancer Institute, Chennai, on 29th July 2015; **Race Against Cancer Marathon** - ‘Who said that

throughout the year. In order to foster intellectual and interest based relations between the two



cancer is not curable’; **Madampakkam lake clean up** in association with Environmentalist Foundation of India (EFI); **Joy of Giving**, The flagship event of Radius, focusing on the underprivileged people of the

batches at LIBA, and to make it easier for the first year students to understand the club activities, each junior member is mapped one to one with a senior member, called a buddy. The esprit de corps or the team spirit as they say in HR parlance was time and again witnessed in the numerous activities - IR Case Brainstorm - Maruti Manesar, Grand HR Dumb C, Fortnightly club meet sessions, HR Articles on facebook, that were conducted with much pomp and show throughout the year. The HR club is nothing less than a family of 25 young, and passionate HRs.

society. During the Joy of Giving Week, the students visited various places like CMS home (Children's home), Little Sisters of the poor (Home for the aged), Kaakkum Karangal (Home for the aged), and Mithra Home (Home for mentally and physically challenged), and Nesakaram (Children’s home) each day. At the crest of it, there was a final celebration at LIBA. Children from various homes were invited and there were games and cultural programs organized for them followed by dinner. The joy in bringing out an innocent heartfelt smile in the faces of underprivileged people is priceless.

MARK-IT — As Joan Sach says, “Good marketers see customers as complete human beings with all the dimensions real people have”, Mark-it club strives to sculpt “Great marketers”. The marketing club of Loyola Institute of Business Administration (LIBA), Chennai is one of the most active and the sought after clubs of the college. The Club brings together some of the brightest minds, interested in exploring the ever changing dynamics of marketing. The club aims at keeping members well informed with the latest on marketing while integrating the vast experience of its members across functions and industries such as advertising, research and digital marketing. The club strives to provide the students a chance to explore the wonderful



opportunities that this field has to offer and continue this spirit of adventure and quest for learning, which has seen our alumni achieve high marketing positions across a host of multinationals. The club emphasises on giving those interested in marketing, an actual industry exposure by organising talks, competitions and interactive discussions other than fun events like Marketing Tambola and Mark-O-Byte. These events and activities are held throughout the year and play a very vital role in promoting a student’s interest and knowledge in the field of Marketing as it is believed that

marketing is something that needs to be experienced rather than studied. The Mark-IT club strives to give the marketing fraternity of LIBA the best exposure and learning experience and continuously tries to innovate and improve on the various events. As an extension to this endeavour, the Mark-IT club organized a very ambitious event named LIBAzaar on 20th September 2015 - starting this year this would be marked as the flagship event of the club henceforth. LIBAzaar, a one day fun-filled entertainment with stalls, dance shows, games, celebrities and much more, gave the students an opportunity to learn about the problems of the corporate through disguise marketing. It facilitated exhibition of creative marketing skills.

OPERATIONS CLUB — The Operations Club is the epicenter for all activities related to Operations Management within the campus. The club seeks to create and nurture an increased interest in the various subjects pertaining to OR and provides a platform for the students to come together and participate in discussions, competitions, industry visits and other activities. Numerous Inter-college



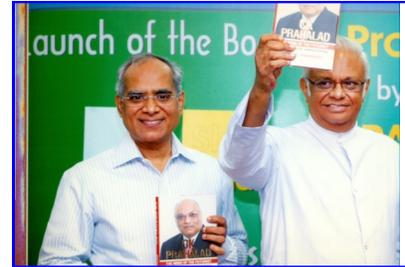
competitions were organized with teams from various management institutes taking part in quizzes, simulation games and case studies under the support of industry experts. The club conducts regular

meetings, lectures and seminars, one-on-ones with industry experts from various domains to spread awareness about the topics and also to get new ideas on latest trends and feedback from the audience, which include faculty, professionals and students. This year the Club started its operations with ‘Case Connect’, a case study competition within LIBA and many such competitions are in line for the days to come.

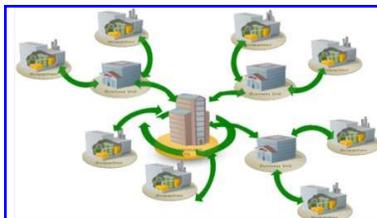
Centres of Excellence

Prof. C. K. Prahalad Centre for Emerging India, together with TVS Capital Funds Ltd. organised a grand Book Launch, "C.K.Prahalad - Mind of the Futurist" by Mr. Benedict Paramanand, on August 11, 2014. Distinguished guest from the Industry, family members of Prof. C. K. Prahalad and the media, participated in the launch. The Prof.C.K.Prahalad Centre for Emerging India, published a paper on 'Insured for Accident?' - A Study on Awareness and

Uptake of Accident Insurance among Urban Street Vendors in Chennai, India.



Centre for Logistics and Supply Chain Management under took a research initiative under the guidance of Dr.P.Chandiran and Dr.Ramasubramaniam, in the area of Truck Industry in India and developed a research framework on "Truck Driving Profession-Social Issues and Impact on Industry". The faculty of the centre prepared the District Human Development Report for Chennai under a project done for



Logistics and Supply Chain Management

the Corporation of Chennai and State Planning Commission. The Centre, has successfully completed two consulting assignments during the academic year with two private organizations in the area of

supply chain management.. The Centre has published two research articles in International journals and Peer Reviewed three Publications.

THE MANAGEMENT DEVELOPMENT CENTRE (MDC)



MDC is a significant part of LIBA which is involved in offering customized training programs to industry as well as engaging in business consulting. During 2014 – 15, MDC has completed the Two Year Executive Post Graduate Programmes in Business Management for Royal Bank of Scotland as well as FORD India Ltd. MDC has completed 6th Batch of Royal Bank of Scotland and the 4th Batch of FORD India Ltd., . MDC has

also completed the 10th Batch of EPGP (Executive Post Graduate Program) in Financial Services and IT Assurance for Maveric Systems Limited.

As in the past, MDC is continuing to deliver the One-Year Executive Diploma in Logistics and Supply Chain Management for TVS LOGISTICS Ltd. Eleven senior managers of FL SMIDTH graduated with honours in the Executive Diploma Programme in Business Management. The certificate programs offered by MDC continues to be popular and about 400 young professionals graduated in various disciplines of functional specialization. MDC for the first

time hosted and delivered a Jesuit Priests from the four southern states. The programme received commendable appreciation. The centre also conducted an Industry Round Table for the Automotive sector on the theme “Becoming a Global Quality Player”. The MDC during the year undertook a consultancy assignment for an HR software company. The assignment embraced review of strategy, operations, product development and market messaging. The assignment continues for the current year.

INFORMATICS CENTRE



The Informatics Centre is a key component of LIBA's outreach

program, though the Centre also enabled 50 ERP students to get provides essential support to the global certification as Functional Academic Programs, its major aim is to provide practical training in computer application and software training for 20 Province programs to needy students at concessional rates. The Centre has trained and certified 350 students in various computer application programs during 2014-15. It has also offered two courses Technology with hands-on training for the Maveric batch students of LIBA. The Centre has

enabled 50 ERP students to get global certification as Functional Consultants in SAP-Business One, besides delivering a two-phased training for 20 Province Treasurers of Madurai Province. In association with SC/ST Commission of the Arch Diocese of Madras-Mylapore, the Centre provided career guidance to 300, 10+2 students in and around Chennai. Similar Career orientation program have also been conducted for the rural students representing the northern districts of Tamilnadu.

Fresher's Party

The Fresher's Party, which happened to be the first event of the academic year 2015 - 2016 is an event wherein the second year students of LIBA informally welcome the first year students to the LIBA fraternity. It is organized every year by 360 Degrees - The Student Affairs Committee of LIBA. The theme for the event this year was set as "Gangsters" and in line with the theme, all the students were dressed up as gangsters ranging from Hollywood villains to the local honchos. The event witnessed a plethora of cultural performances by both the first year students as well as the second year students. Some of the performances included group



dancing, group singing, solo singing, solo dancing, a flash mob and a concert by a music band. The event witnessed a fierce battle among the contenders for the coveted titles of Mr. Fresher and Ms. Fresher before Mr. Krishna Kumar S and Ms. Anusha R from the first year walked away with the respective titles. Ms. Sanjana Deva from the first year swept away "The Best Costume" award for her stunning costume depicting that of a Chennai gangster. As a pleasant

surprise, a few students who had graduated from LIBA last year also graced the occasion with their presence. Some of the faculty members who were present for the event included Rev Dr. Casimir Raj, the President of LIBA, Dr. Victor Louis Anthuvan and Dr. Aishwarya. Dr. Victor Louis Anthuvan, while addressing the gathering, spoke of the importance of having good friends in life and cherishing moments in life such as those during the Fresher's Party. The event ended with the serving of dinner for all those present for the occasion. Overall, it turned out to be an evening, which promised to stay in the hearts of the LIBA family for a long time.

Outbound Learning

The Pegasus Institute for Excellence conducted an Outbound Learning Programme for the batch of F15 at their Pondicherry campus from 23rd to 25th July 2015.

This three-day intensive workshop aimed at bridging the gap between the concepts students learnt in class, and their practical application in the job context or in any interpersonal interaction.



The various physically demanding, yet enjoyable activities focused on improving both individual and team performance by honing various skills ranging from communication and teamwork to problem-solving and leadership.

The students came back energized and full of praise for the fun-filled learning experience.

Teacher's Day

The Teacher's Day celebration for the year 2015 was organized by The Students' Affairs Committee of LIBA on September 8th at the LIBA auditorium. All the teachers were warmly welcomed for the event by being presented with roses and chocolates. The program started with the playing of an inspiring video, which showed clippings of the current students as well as that of the alumni wishing their beloved teachers "Happy Teacher's Day". It also displayed a collection of old photos of the teachers at work at the college, bringing back pleasant memories of the journey of a teacher that the faculty members of LIBA had embarked upon long back. This was followed by the



cake cutting ceremony where each of the teachers shared the stage as well as the cutting of the cake. The highlight of the event was a game that was conducted for the

teachers, as part of which some of the teachers were made to pick a random chit from a group of chits, and had to perform on stage whatever was specified in the chit. The game created a thrill among the teachers who were present for the event and a buzz among the students who were spectating the show. There were also two spectacular speeches by Hitha Raju of the first year and Vignesh S Raj of the second year, both of which threw light on the significance of a teacher in one's life as well as on the tremendous work the faculty body of LIBA has been doing over the years. To sum up, the Teacher's Day celebration was short yet very crisp and exuberant.

Mother Teresa Awards 2014

The Mother Teresa Award 2014 function was conducted on 22nd Sept 2015 at the Open Air Theatre in LIBA. The Chief Guest for the function was his Excellency Dr. K. Rosaiah, Governor of Tamilnadu. The event had Dr. P. Srinivasan, Founder - Jeevan Blood Bank and Research Centre, as the special guest. Mother Teresa award, as it was initially instituted, attempted to identify and acknowledge the contributions of the corporates that go beyond their call of duty to promote welfare activities. It is highly appreciable to look at the



corporates who chose to spend a part of their valuable time in their contributions for welfare activities rather than just shedding some amount for the sake of doing it. Connecting with people socially, they deem this as a valuable responsibility. A research was conducted by a team of student researchers under the guidance of Shri. N.Vittal, IAS (Retd.), Former Chief Vigilance Commissioner,

Government of India. and the parameters considered for evaluating the various companies were: History of the company; their commitment; their impact on society. Mahindra & Mahindra bagged the award under the listed category while Serum Institute of India Limited bagged the award under the unlisted category. The Akshaya Patra Foundation was conferred the Best NGO award and Shri. Azim Premji, Wipro, was awarded the 'Spirit of Mother Teresa' Award

Break Free

The first major event this academic year, BreakFree, was held on the 13th and 14th of July, 2015 at the LIBA Open Air Auditorium. The event was organized by 360 Degrees - The Student Affairs Committee of LIBA and ESPIRE - The Entrepreneurial Cell of LIBA. The occasion, which derives its name from the fact that it takes place only during the class breaks, brought out the hidden entrepreneurial talents of the students. The students were given opportunities to set up their own stalls for selling food, accessories and a lot more. All the epicures had a wonderful time feasting on a variety of food, ranging from south Indian specials like Puttu and Paniyaram to western delights like



Momo and Hotdogs. In addition, there were mouth-watering Mock tails, sweet Brownies, spicy Briyanis, homemade Chicken curry, Chowmein, French toast, Custard, yummy Pizza Dosas, Beef Burgers, Ice creams, Nachos, Coconut jelly, Ice tea and juices. Creative terracotta Jewellery was also sold. The "Amazing Anonymity" event

delivered lots of unnamed messages, creating mystery in people's mind. The Jukebox rocked the two-day show, witnessing a lot of song dedications. A surprise flash mob by the first years glued the crowd to the place. The "Jail Your Enemy" stall jailed a lot of people, upon request, creating a buzz around it. Besides, there were a lot of innovative games that complemented the fun factor involved. There was also a social awareness performance on unifying differences by the members of the BLINK Foundation. To sum it up, BreakFree turned out to be a striking event that will remain memorable for the student entrepreneurs and the consumers of LIBA.

Onam

Onam, an ancient festival that marks the commemoration of Vamana avatar of Vishnu and the subsequent homecoming of the mythical king Mahabali, is celebrated in Kerala with great fervor. The Malayali fraternity of LIBA recreated this festive moment for the whole of LIBA. The event started on an auspicious note by the lighting of the 'kuthuvilakku'. The message of Onam was delivered by Dr.Louis Anthuvan in his welcome address. The Asura king Mahabali's annual



visit from Patala was received with much excitement during which he bestowed his blessings on the students. The womenfolk of both F14 and F15 enthralled the audience by their scintillating Thirivathira dance. The Malayali Manka competition witnessed the

conferring of title to Ms. Rose Mary of F15 batch. Onam Sadya, a sumptuous meal proved that 'Laughter is brightest where food is the best'. Games like 'Musical Chair' and 'Bun Biting' experienced an exuberant participation by all students. The 'Oonjal' and the 'Floral Carpet' was truly a feast to the eyes of the onlookers. The day came to end on a musical note with the Shingarimelam, an upbeat performance by the percussionists. The day of celebration was a day well spent!

Annual Convocation 2015



The convocation of Loyola Institute of Business Administration (LIBA) was held on 18 July 2015 in the Open Air Auditorium (OAT). The ceremony began with a prayer song by LIBA Choir and blessings by Rev. Dr. A.M. Francis Jayapathy SJ, Rector of Loyola College. Dr. T. A. Sivasubramaniam, the Director presented the annual report highlighting the achievements of last year. Mr. Richard Rekhy CEO – KPMG, India was the chief guest and delivered the convocation address. He shared his experiences in the industry and urged students to continuously update their skills to remain relevant and employable. He also said that ethics should never be compromised and added that what matters in the end is what one has done to better the lives of

others. Mr. Rekhy said if each one resolved to help just ten, by uplifting them, then the world will be a better place to live. Dr. G. Revathi, Dean, lead the students in the Ethics Pledge. The facilitation and concluding words were rendered by Rev. Dr. N. Casimir Raj SJ, President of LIBA. 120 full time students and 60 part time students received the Post Graduate Diploma in Management. 82 executives from Royal Bank of Scotland, Maveric Systems and FORD India who were enrolled in the Executive Postgraduate Program in Business Management also received their diplomas. The faculty, staff, guests, graduates and their happy families were all treated to a sumptuous dinner.





LIBA took great pride in announcing its very first edition of LIBAZAAR, the first time ever that any such event is happening in South India. The LIBAazaar created waves through its association with Angels of Marina. They organized the *Marina Cleaning Drive* on 2nd August, 2015 promoting cleanliness in public places as a mark of their social responsibility. More than 70 students from LIBA walked along the coast to make it cleaner and better for the people of Chennai. The enriching and satisfying experience made the students pledge their life long support with more angels joining hands with them. As a prelude to this Chennai's very own Thiruvizha, many promotional competitions like ChennaiDubs, a Dubs mash competition with 'Namma Chennai' as the theme and a Meme contest in association with Chennai Memes which celebrated the love for Chennai, were conducted. Amidst creating a social buzz, LIBA geared up for its flagship event. On 20th September, LIBA offered the Chennaiites LIBAazaar, a mega entertainment event.

The rib tickling mimicry performance by 'Suryan FM' and 'Adithya Tv' fame 'Azar' set the mood for the day. Different games like *HoolaHoop*, the *Dumbbell Challenge*, *Scavenger Hunt*, *HeadsUp* and *Flip-Warzz* engaged the audience by ensuring their active participation. The kids' zone comprised various fun and creative games such as *bouncy castle*, *ball pit* and *trampoline* which was a massive hit among the kids. While the kids had fun in their own way at the kids' zone, their parents enjoyed mouthwatering delicacies

that included burgers from Marrybrown, biryani, home made sweets, momos, coconut jelly, candy floss, pani puri and many more lip-smacking food items. Several juice stalls adorned the carnival to quench the thirst and boost the energy of the audience. LIBAazaar housed book stalls for the kids and also sold novel game kits that would pique the love for science in the young minds.

There were stalls to help people come up with personalized gifts for their loved ones. The aquarium with its collection of Beta fishes and discus fishes that are very rare to find, enthralled the buyers. Wide collection of western and traditional wears were the crowd pullers. The amazing and thrilling bike stunt performed by the team YBHP, left all the onlookers with a huge adrenaline rush. Live band performances from 'Fish in the Sink' and 'Distortion' was a prelude to a dazzling evening. The dance team of Rekha Dance Academy delivered a zestful performance.

The much anticipated dance performance by *Loyola dream team* set the stage on fire. A scintillating fashion show performed by the students of NIFT, Chennai and styled by Toni & Guy, showcased some of the high profile fashionistas in action. Thereby, LIBAazaar ensured a perfect fun filled getaway from the hectic life that left the audience wanting more. All that LIBAazaar asks is to wait for another year of yet another bigger event loaded with fun and entertainment.



FREE ENTRY

Kanna.....!!!
Jalhu Namma Chennai Thiruvizha.....!!!
ON 20th SEPTEMBER 2015

IBA Aar

Venue : Loyola College, Nungambakkam, LYBA Campus

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ANGELS MARINA

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LIBA, LOYOLA COLLEGE
TIMING : 8.00AM TO 9.00PM
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VENUE
LIBA, LOYOLA COLLEGE
TIMING : 8.00AM TO 9.00PM
20th SEPTEMBER 2015

THIS IS YOUR CARNIVAL
HERE AT CHENNAI
BRING YOUR FAMILY AND
EXPERIENCE THE HAPPINESS

GAMES & SHOPPING
KIDS ZONES / FREE RIDES
ANGEL'S FASHION PARADE
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ALUMNUS OF THE MONTH – April 2015

Mr. Kavithan Felix, 2005-07 Batch

It was indeed an elating experience for us, to have met Mr. Kavithan Felix, a fitness enthusiast who believes in following his passion and interest. Mr. Kavithan Felix is an HR Assistant Vice President taking care of retail operations and technology at CitiBank. Graduating from LIBA in 2007, he has adorned various roles - HR Generalist, ICICI Bank, Coimbatore; HR Function Head, Andhra Pradesh & Tamilnadu; Head Sourcing for manpower, ICICI Bank, Mumbai. According to him, his days at LIBA have always been special. He feels that all the students owe a lot of their success in the corporate world to LIBA which has helped in shaping them to be better persons and professionals. He adds, "Coming from a small town in Tamilnadu, LIBA provided me the platform to transform myself in those 2 years. I would say that apart from the focus on academics, the way you are exposed to multiple cultures and the freedom you are given in leading initiatives have been the key factors for my development." Some of the most memorable and proud moments

for him were getting elected as the General secretary of LIBA in 2006, organizing major events like Insight, Chrysalis and Beacon and also the innumerable tours and parties which he would cherish forever. When asked about the most important take away from



LIBA, he said that it was the ability to embrace and accept multiple cultures with an open mind. He also said, "LIBA expanded my perspective. It showed me that if you had the confidence, attitude and the hard work to back you up, there is nothing which is impossible. From being a silent spectator to leading the various initiatives over the years, I have experienced a true transformation and I owe it all to LIBA."

About the evolving role of managers, he feels that, as we have moved into a global landscape with blurred boundaries of physical workplace and fast paced technological changes. He pointed out that it is required as managers to be flexible, embrace changes and to invest in themselves and their teams. He added that as an HR Manager specifically, his/her role becomes more critical as change bearers of the organization's delivering capabilities and people's capabilities. He believes that for being a successful manager, there are some key fundamental skill set- having clear goals and being flexible to adapt them, communicating clearly and effectively, building network & relationships and empathizing. He advised the current batch of students to move out of their comfort zone, experiment new things and overcome their fears. He also advised them not to be deterred by failures but to be motivated by them, as they are the stepping stones to move forward.

ALUMNUS OF THE MONTH – May 2015

Ms. Chitra Thomas, 2000-02 Batch

In this edition of the 'Alumnus of the Month' Column we take great pride in writing about Mrs. Chitra Thomas of the 2000-02 batch. She is the VP and Head of HR, Reliance Online Initiative. She started her career as an HR Manager in Hewlett Packard. After being associated with HP for about five years, she was associated with Walmart for seven years. She attributes her career growth to the functional expertise imparted by LIBA. When asked about learning in other areas, she quickly gave credit to the emphasis laid on value based learning that has helped face challenges both in life and career. Having been a successful manager, when asked about the evolving role of managers in present day scenario, she feels that managing virtual teams, managing teams across generations, cultures and geographies are some of the essential roles. She also added that managers play a facilitator role in bringing the teams together, marching towards the objectives collectively and working towards a common goal. According to her, team management skills, influencing

skills, ability to keep the team together, articulating the vision of the organization and translating it into action are necessary. Further, she added that managers should have the macro view of the organization and accordingly have a micro view about the daily activities to achieve that macro view. The most



important takeaway from LIBA was that human values like ethics and integrity is what makes one happy at the end of the day no matter how successful one is.

According to her, her days at LIBA have always been near and dear to her. She recalled some of her memorable moments at LIBA, the valedictory function, the welcome party and the festival celebrations.

She lauded the extensive alumni network of LIBA, not just with the alumni but also with the faculty members, which continues to be a strong bond even now. As an alumna she said that it is a privilege for her to have been a student of this great institution. She lauded the commitment of Jesuit fathers in giving quality education to students. The strong faculty base and interaction with them laid strong foundation. She requested the students to make ample use of the opportunities provided. She said, "There is no substitute for hard work. Chase your dreams without compromising your core values."

She thanks her parents who were very supportive in giving her the best education and giving her the liberty to choose the course that she wanted. She not only dons the role of a devoted daughter, she is also a loving wife and a doting mother to two kids. We pray to the Almighty to bless this wonderful family. In spite of her busy schedule, she loves reading books, watching movies and travelling in leisure.

ALUMNUS OF THE MONTH – June 2015

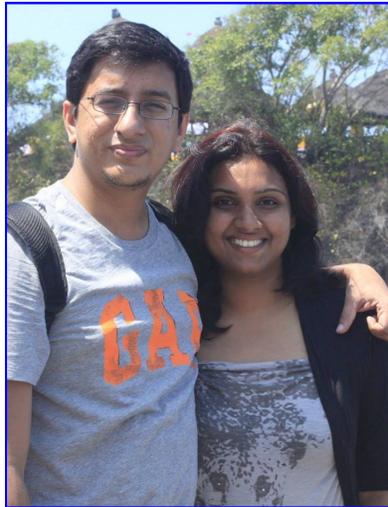
Mr. Vijay Sivaram of 2003-06 Batch

In this edition of the Alumnus of the Month column, we are elated to present an article from Mr. Vijay Sivaram of 2003-05 batch.

He currently represents the Asia Pacific Region for Qess Corp, a 400 Million USD Group based in Bangalore. He has been a part of the founding team at IKYA in 2007 when a group of likeminded leaders came together with the objective of building one of India's largest business services group.

He attributes his success to LIBA and said that LIBA was the reason he got into this industry. He recalls that he was never a book worm and that LIBA allowed him to write answers in the way he understood them paving the way for creative thinking. According to him, the real time examples and the relevance of the courses are the key differentiators that set LIBA apart from other Business schools.

When asked about the evolving role of managers, he pointed out that present day managers were getting younger, more aggressive



and socially active and that they reach peak performance very early. So he felt that it is hands dirty and last not least being Ethical.

Integrity, results and efficiency are some of the most important takeaways from LIBA for him. He reminisced about spending time with friends and professors and recalled that it was not only fun filled but also learning in its own way. When asked about his holistic view about LIBA as an alumnus, he quickly remarked, "Being part of this institution has given me a lot of pride in everything I do. Whenever I come across a profile from LIBA I know for sure that this person would know exactly how to get his job done. Education has always been supreme and professionalism is at its core. Treating people right, focusing on their strengths and getting the best out of each individual has always been the hallmark of LIBA."

He advised the students to be updated in terms of knowledge and current happenings, to be patient for success, to network and to have a mentor.

Managing People, being a Jack of All Trades, willingness to get their hands dirty and last not least being Ethical.

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ALUMNUS OF THE MONTH – July 2015

Mr. John Britto of 1997-99 Batch

There was a time, when dance aspirants had to choose either film dancing or classical dancing. There wasn't a road that could connect those two. It was then a proud alumnus of LIBA who decided to build a bridge to connect them.

"In business, when you look for something and it's not there, there is an opportunity present by itself." This idea eventually made him start a Dance school in the year 1993 and was seemingly doubtless of being established itself today as the John Britto's Dance Company!

Mr. John Britto, famously known as JB, is all by himself a dance choreographer and the founder of John Britto's Dance Company. With a lot of questions from friends and family for not attending placements at LIBA, he strived to pursue his passion. Having been a gold medalist at LIBA, it would have been easy to sail down the corporate path like others, but he chose a road less travelled.

JB is the first to introduce the concept of a Dance School in South India. He feels that the best thing happened to him was the class timings at Loyola College during his under graduation program. He recollected spending all his free time after classes on chiseling his dream and bringing it into reality. This

teaches us the immense value of time.

When asked about the most important take away from LIBA, he said that the learning at LIBA has always helped him to structure his aspirations and paved way to accomplish them. In a large way, he



claims that LIBA has made him what



he is today especially the values that he carries with him. He said that he always feels happy when he hears his friends and family say that they see positive changes in him. He advised the current batches that they should utilize their days at LIBA. This will enable them to discover themselves, which in many ways is

the starting point of their career decision process.

"Have a vision of what you want to do, it cannot be grey it should be either black or white. Having a clear vision is very important. Do what you can contribute to, what you really like and back it up with a lot of passion".

Having said this, JB enunciated that the journey of an entrepreneur does not have an easy way out and there will be moments that would make us think of walking away, especially when we look at others who seem to have smooth sailings in their careers.

According to him, competition keeps becoming tougher and it is imperative to retrospect and constantly be aware of the dynamics of the industry by updating yourself every now and then. From a managerial perspective in a service industry, he asserts that one has to be people friendly. This behaviour should not stop with customers and should also extend to the employees.

JB is one of the pioneers to have tapped the lifestyle segment. LIBA wishes him success in all his future endeavours.

ALUMNUS OF THE MONTH – August 2015

Ms. Anshu Rosario, 2002-04 Batch

Anshu Rosario belongs to a family of four members. Her dad is a retired bank official from the State Bank of India and her Mom is a home maker. Her younger sister, a Production Engineer with an MBA in Finance, is a Credit Analyst in a trading firm at Singapore.

The proud alumna of LIBA started her career with IMS, a training institute that prepares young aspirants to clear the M.B.A. admission tests. She missed her placements at LIBA due to a major accident in her last trimester. Those were hard times for her.

“I was appointed as a Senior Counsellor and moved up as Head – Communication Cell in the organization within six months.

While the job was taken up more as something to start with since I was not very mobile physically, I started enjoying the job and helping young minds achieve their dreams. Believe me, when the students came back to me with their success stories and thanked me for the guidance provided, it meant more than the pay package.” says Anshu Rosario.

However, after having given 3 years to IMS, a discussion with her co-worker made her apply for ICICI Bank Limited. Now, with eight years of professional life in the banking industry, Anshu handles several roles as part of the Retail Strategy Product & Policy Group. Presently, she is the Process Head for the

in the competitive environment of business are necessitated by the corporate world this day. Speaking of LIBA in a holistic view, Anshu said that LIBA not only prepares students for the corporate world but also for life. Its pedagogy being very practical oriented prepares them for the industry so they face the work environment with confidence from the very first day. The campus culture is a unique combination of discipline, values, modernity and openness that helps students develop a well-rounded personality.



“LIBA has also taught me to be self-reliant and fiercely independent as an individual and carve an independent identity for myself in a fiercely competitive and patriarchal society”. Having said this as her important takeaway from LIBA, Anshu also remembers her most memorable event of graduating from LIBA deceiving all consequences of the accident she had met with, in her last trimester.

Vehicle Loans Group which involves working on product and process improvements and innovations at ICICI Bank Limited. She strongly believes that a manager has to be a team player who is adaptive to changes. The manager should be collaborative, sensitive, and assertive. Multi-tasking and familiarity with the current changes

